



DELICIOUS

**Making plant-based food easy
and delicious for everyone**

ABOUT DELICIOU



OUR MISSION

To make plant-based food **easy** and **delicious** for **everyone!**

OUR STORY

With an aim to make cooking easy, fun and delicious - Deliciou Founder Kjetil (KJ) Hansen was mixing spices and herbs by hand in a small Melbourne kitchen in 2015. He spent almost 8 months blending before finding a winning combination of all natural, GMO free seasoning that tastes just like real bacon! Garnering immense popularity online, the product continued to break barriers after being featured on Shark Tank. Since then, Deliciou has extended its range to **8 plant-based seasonings** and in early 2020 launched the world's first direct-to-consumer shelf-stable **Plant-Based Chicken**.

Now one of Australia's fastest growing startups with **+1000% revenue growth** in the last 5 years, Deliciou recently **secured \$1m** from leading Aussie angel investors in order to continue to scale global operations, expand its product offer and deliver on its vision to become **the world's biggest plant-based food business**.

OUR PRODUCTS



PANTRY PLANT MIX MEATS



PLANT-BASED SEASONINGS



PANTRY VEGGIE MEAL BASES



PLANT-BASED MEATS

An innovative range of dry, shelf-stable plant mix that can be used as the perfect meat substitute in ANY recipe!



- Simply add water & oil to create 400g of delicious and versatile mince!
- [Plant-Based Chicken - How To Cook Video](#)
- Best PB chicken in terms of taste, texture, versatility and health
- Each serve boasts 20g of plant protein, 3g of fibre
- 90% of Vitamin B12 RDA and more iron than real chicken
- No added salt, sugar or preservatives
- Shelf stable, 12 month product life
- Recyclable packaging
- GMO, soy & cholesterol free
- Pork and Beef launching October / November.

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VEGGIE MEAL BASES

A seasoned dry plant mix, offering the perfect meal base in three easy steps – simply combine with items in your pantry to conveniently create a delicious plant-based meal!



- 100% plant-based
- Each serve contains 20g of plant protein, 8g+ of fibre and a great source of iron
- Clean & lean plant protein with no added sugar or preservatives
- Shelf stable with a 12 month product life and the packaging is recyclable
- Launching October.

PLANT-BASED SEASONINGS

Our established range of seasonings that are **100% plant-based**, free from nasties and make any meal taste amazing!

BACON RANGE



- 100% plant-based
- Gluten, cholesterol, soy and GMO free
- No nasties, preservatives or added MSG

MEXICAN RANGE



- Kosher Certified
- Shelf stable - 24 month product life
- Fully recyclable packaging

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NEW SEASONINGS

Highly differentiated seasonings (VEGAN CHEESE to VEGGIE DUST and EVERY THING inbetween!).



PERFECT FOR
DATE NIGHT!

THIS WILL
GET YOU
SIZZLING

CHIP CHIP
HOORAY

TURN ANYTHING
INTO
EVERYTHING

JUST LIKE
BACK AT THE
RANCH

SPICE UP
YOUR LIFE

SWEET DREAMS
ARE MADE OF
CHEESE

MAKE ANYTHING
TASTE LIKE
CHICKEN

MAKES
VEGGIES
TASTE AMAZING

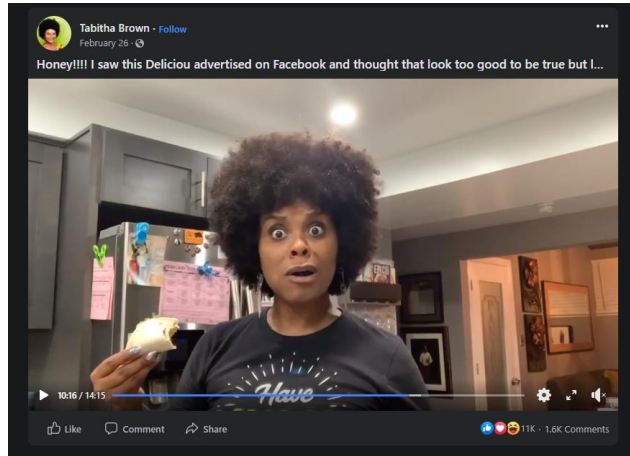


DELICIOU

LIFESTYLE & INFLUENCE



Brand Advocates



[Tabitha Brown Video](#)

Posts & Videos



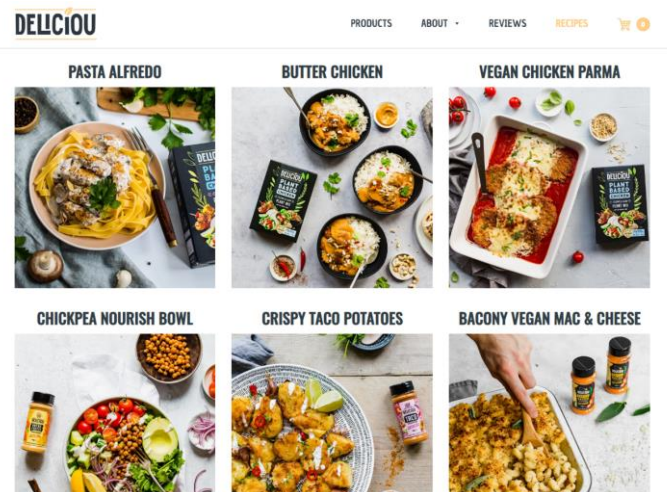
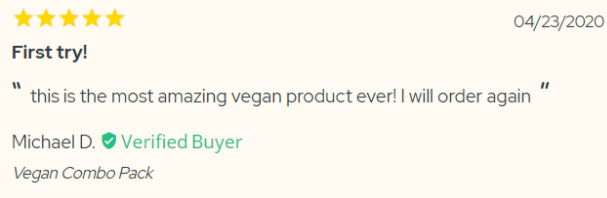
[Plant-Based Chicken Wrap Recipe Video](#)

[Cheesy Bacon Popcorn Video](#)

Email Marketing

50k+ Australian email subscribers

Average open rate and click-thru rates above industry benchmarks



Social Media Performance

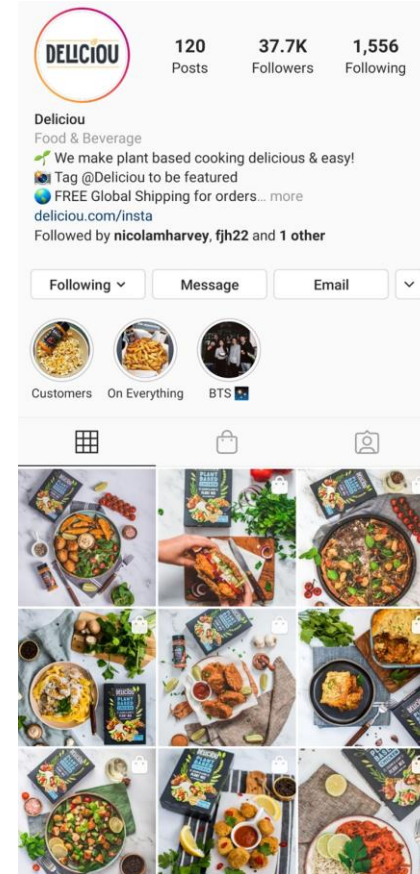
420 million impressions
50 million post engagements
80k post comments
80 million video views
80k active following

News, TV and Radio

2 million+ news reads
750 Shark Tank viewers

Customer Testimonials

4.8/5.0 rating across 4,700+ reviews





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Visit our [website](#) for more info,
recipe inspiration and customer
reviews